

Applicant: Footer et al.
Serial No.: 09/732,498
Page 7

Amendments to the Abstract:

Please replace the Abstract with the attached Abstract. The attached Abstract sheet replaces the original Abstract.

Attachment: Replacement Abstract

ABSTRACT OF THE DISCLOSURE

A system and method for obtaining data regarding customer use of interactive television, where application servers residing at a broadcast center include application programs that provide customers with a graphical user interface. Customers may retrieve the application programs via a satellite through integrated receiver/decoders ("IRDs"). The IRD includes a modem, callback functionality and flash memory for storing a data log of customer transaction and navigation data. Communications servers reside at the broadcast center for receiving callbacks from the IRDs. Interactive servers also reside at the broadcast center where the interactive servers include interactive data repositories IDRs for storing data. The interactive servers may also include a parser of the data in the data log and an encapsulator of data into the appropriate protocol for database users.